



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

More application of:

Dean J. Blackketter, et al.

Serial No. 09/345,223

Filed: June 30, 1999

Confirmation No. 9972

For: METHODS AND APPARATUS FOR BROADCASTING)
INTERACTIVE ADVERTISING USING REMOTE)
ADVERTISING TEMPLATES)

Examiner: Rueben M. Brown

Customer No. 022913

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) Art Unit
) 2611

#17/B
W. Layman
3/15/04

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FEB 27 2004

Technology Center 2600

Dear Sir:

In response to the Office action of November 21, 2003 (paper no. 15), please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 11 of this paper.